

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 498447 /		<u>Alt Order #</u> 06365975
<u>Product</u> NRCC IE SKED 2		
<u>Contract Dates</u> 10/19/12 - 10/25/12		<u>Estimate #</u> 3337
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 8	KVVU	10/22/12	10/22/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	The Dr.Oz Show	4-5p	M-----	:30		\$350.00	NM		
	Credited											
Totals											62	\$56,050.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	62	\$56,050.00	\$47,642.50
Totals	62	\$56,050.00	\$47,642.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 15.22
*** KVVU-TV ***

REP HEADLINE# 6365975 TRF# 498447
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

ADV # ADV. NAME ISS/NRCC-IE

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

815 SLATERS LANE

ALEXANDRIA, VA 22314

REP.# OFF.# 762 SALESMAN #

BUYER NAME NMRP MEDIAASSISTANT

SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 6365975

CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE SKED 2 EST#3337 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT19/12 OCT25/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT31/12 15.22

REP: OK'D M4
NEW TOTAL \$56050 (-350)
PLS CNF THANKS
NIKKI

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 155
AGENCY PRODUCT CODE = 426
AGENCY EST# = 3337

8	S		400P-500P	30		\$350.00	10/22	10/22	0		MON	0
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PROGRAM : DR. OZ
RA35-64 : 0.9
CON COM1: DR. OZ

CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT22
STATION MAKEGOOD OFFERS:

M4 OK'D BUY#8 MISSED: MON/400P-500P OCT22 30S \$350.00 (OCT25/12)

OFFER: NONE
CMT: SPOT N/A. FLIGHT ENDED. PLS CREDIT.

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 15.22
 REP HEADLINE# 6365975 TRF# 498447
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ **CHANGES** *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

OCT/12 56050.00 CONTRACT TOTAL 56050.00
 TOTAL SPOTS 62

MARKET TOTALS \$225,600 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE



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CONTRACT

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<u>Product</u> NRCC IE SKED 2		
<u>Contract Dates</u> 10/19/12 - 10/25/12	<u>Estimate #</u> 3337	
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/23/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
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<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 25	KVVU	10/23/12	10/23/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	The Dr.Oz Show	4-5p	-Tu-----	:30		\$350.00	NM		
	See MG 25.2											
	2	KVVU	10/25/12-10/25/12	The Simpsons	M-F 11:35p-12:05a	-----Th-----	:30		\$350.00	NM		
	Ⓜ MG for 25.1 10/23											
Totals											63	\$56,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	63	\$56,400.00	\$47,940.00
Totals	63	\$56,400.00	\$47,940.00

Signature: _____ Date: _____

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CREDIT ADVISORY: AGENCY CREDIT RISK !!!

REF. # OFF # 762 SALESMAN #

BUYER NAME NMRP MEDIA ASSISTANT

SALES PRSN PH- TERESA DIFURIA

	CLASS: NATL.	LOCAL	REGIONAL
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Figure 6 | The effect of the number of iterations on the accuracy of the proposed algorithm. The figure shows the accuracy of the proposed algorithm as a function of the number of iterations. The accuracy increases rapidly from 0.7 to 0.95 in the first 10 iterations and then levels off around 0.98.

Age Group	Low Risk (%)	Moderate Risk (%)	High Risk (%)	Very High Risk (%)
18-29	~10	~20	~30	~40
30-39	~15	~25	~35	~25
40-49	~20	~30	~40	~10
50-59	~25	~35	~30	~10
60-69	~30	~40	~20	~10
70-79	~35	~45	~15	~5
80+	~40	~50	~10	~0

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT23/12 18.53

TOTAL SAME
PLS CNF THANKS
NIKKI

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

AGENCY ADVERTISER CODE = 155	AGENCY EST# = 3337
AGENCY PRODUCT CODE = 426	

PROGRAM :	DR.	OZ
RA35-64 :	0.9	
CON COM1:	DR.	OZ

PROGRAM : SIMPSONS
RA35-64 : 0.9
ORD COM1: SPOT N/A DUE TO RATE. MG OFFER 'SIMPSONS'. NOT PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR OCT23 ON LINE-25 FOR 1 SPOT/WK

REP HEADLINE# 6365975 TRF# 498447 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT23/12 18.53
 ORDER WORKSHEET HARRIS REPORT FROM REP *** KVVU-TV ***
 CHANGES

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M3	OK'D	BUY#25	MISSED: TUE/400P-500P				OCT23		30S	\$350.00		(OCT23/12)
			OFFER: W-TH/1135P-1205A				OCT24		30S	\$350.00		PLS ADVISE.
			CMT: SPOT N/A DUE TO RATE. MG OFFER 'SIMPSONS'. NOT PRE-BOOKED PLS APPROVE.									

OCT/12	56400.00											
CONTRACT TOTAL											56400.00	
TOTAL SPOTS											63	

MARKET TOTALS \$225,600 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0% KTUD 0%

SVC- NSI
DEMOS- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE